

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

5 1. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network, comprising:
embedding a unique user perceivable code in digital recorded video information of the digital video disk such that the unique user perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location;

10 operating the video disk at ~~[[a]]~~ the user location disposed on ~~[[a]]~~ the network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location; and

15 in response to the step of extracting the unique user perceivable code, transmitting the unique user perceivable code from the user location to an intermediate location on the network in accordance with intermediate location routing information stored at the user location, wherein the vendor routing information is returned to the user location from the intermediate location for processing by a computer at the user location to control the operation thereof to access the information from the vendor at the vendor location on the network.

2. (Currently Amended): The method of Claim 1, ~~wherein the routing information stored at the user location is associated with an intermediate location on the network wherein, after the step of transmitting to the remote location comprises the steps of:~~

5 ~~transmitting the unique user perceivable code to the intermediate location, and further comprising comprises the step of:~~

accessing at the intermediate location a database of vendor routing information in response to receiving at the intermediate location the transmitted unique user perceivable code from the user location, the database providing an association between the unique user perceivable code and a remote vendor information location on the network, there being a plurality of such vendor routing information stored in the database;

comparing the received unique user perceivable code with the stored unique user perceivable codes associated with vendor routing information in the database;

if there is a match between the received unique user perceivable code and any of the stored unique user perceivable codes associated with vendor routing information, transmitting the vendor routing information corresponding to the matched unique user perceivable codes back to the user location; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor information location over the network and receiving vendor information therefrom.

3. (Currently Amended): The method of Claim 2, wherein the user location further includes user ID information that uniquely identifies the user location, and;

wherein the database at the intermediate node location includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique user perceivable code over the network to the intermediate node location also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises:

matching the received user ID information of the user location with user stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

4. (Original): The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

5. (Previously Presented): The method of Claim 1, wherein the unique perceivable code is an audible tone.

6. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network, comprising:

5 embedding a unique user perceivable code in digital recorded video information such that the unique user perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location;

operating the video disk at [[a]] the user location disposed on [[a]] the network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

10 extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location;

in response to extracting the unique user perceivable code, transmitting the unique user perceivable code from the user location to an intermediate location disposed on the network in accordance intermediate location with routing information of the intermediate location stored at the user location;

15 performing a matching operation of unique user perceivable codes associated with vendor routing information stored at the intermediate location with the received unique user perceivable code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information contained thereat; and

accessing the ~~remote vendor information~~ location from the user location in accordance with the ~~vendor~~ routing information of the ~~remote vendor information~~ location to return the vendor information to the user location for processing by a computer at the user location to control the operation thereof.

7. (Currently Amended): The method of Claim 6, ~~further comprising the steps wherein the step of performing a matching operation includes the steps of:~~

accessing at the intermediate location a database of vendor routing information in response to receiving at the intermediate location the transmitted unique user perceivable code from the user location, the database providing an association between the unique user perceivable code and the ~~remote vendor information~~ location on the network, there being a plurality of such vendor routing information stored in the database; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the ~~remote vendor information~~ location over the network and receiving the vendor information therefrom.

8. (Currently Amended): The method of Claim 7, wherein the user location further includes user ID information that uniquely identifies the user location, and

wherein the database at the intermediate ~~node~~ location includes user profile information which is associated therein with the user ID information of the user location, and

wherein the step of transmitting the unique user perceivable code over the network to the intermediate ~~node~~ location also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises the steps of:

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

9. (Original): The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

10. (Currently Amended): The method of Claim 6, wherein the unique user perceivable code is an audible tone.

11. (Currently Amended): A method of controlling a user computer disposed on a network with a unique user perceivable code signal embedded in a prerecorded video/audio media signal, during local playback of the prerecorded media signal, comprising the steps of:

5 enabling playback of the prerecorded media signal on a device coupled to the user computer to read the unique user perceivable code signal from the prerecorded media signal into the user computer during playback of the prerecorded media signal such that the unique user perceivable code will be output during the normal playback of the prerecorded media signal and within the video/audio bandwidth thereof;

10 extracting the unique user perceivable code from the unique user perceivable code signal read in the user computer for assembly into a communication transmitted to an intermediate node location on the network wherein the unique user perceivable code is associated in a relational database with vendor routing information for vendor information associated with content in the prerecorded media signal; and

15 returning the vendor routing information associated with the unique user perceivable code to the user computer to enable completing a message packet for transmission to a remote location on the network corresponding to the vendor routing information to request that the vendor information associated with content in the prerecorded media signal be transmitted to the user computer for controlling the operation thereof.

12. (Previously Presented): The method of Claim 11, wherein the prerecorded media signal is encoded in a digital storage media.

13. (Previously Presented): The method of Claim 12, wherein the digital storage media comprises one selected from the group consisting of digital video disc (DVD), digital audio tape (DAT), compact disc, CD-ROM, video magnetic tape, rotating magnetic disc and a semiconductor device array.

14. (Previously Presented): The method of Claim 11, wherein the device enabling playback is integrated with the user computer.

15. (Canceled):

16. (Currently Amended): The method of Claim 11, wherein the step of extracting includes a step of processing, [[in]] at the intermediate node location, the communication from the user computer to provide the vendor routing information associated with the unique user perceivable code transmitted in the communication.

17. (Currently Amended): The method of Claim 11, further comprising the step of: transmitting the message packet from the user computer to the remote vendor information location to request the vendor information.

18. (Previously Presented): The method of Claim 17, further comprising the step of: delivering the vendor information to the user computer.

19. (Previously Presented): The method of Claim 18, further comprising the step of: displaying the vendor information.